

Board of Library Directors of Cheltenham Township

May 22, 2024 Meeting Minutes

Attendance: Julie Haywood, Jessika McLaughlin, Jesse Gallagher, Myron Goldman, Tim Gaudreau, Jeff Chirico (Commissioner Liaison), Mary Kay Moran (Executive Director), Maddie MacKenzie (Administrative and Communications Associate), Angela Lang (Coordinator of Youth Services).

Public Comment:

Consent Agenda:

- a. President's Report
- b. Director's Report
- c. Statistical Report
- d. Friends Reports
- e. March Minutes
- f. Finance Reports
- g. Committee Reports

Questions and Comments:

Mary Kay Moran explained to the Board that EITC is a state program that gives businesses significant tax credits for donating to state-approved education assistance organizations. Mary Kay Moran is submitting an application to the state that will put CTLS on the list of approved organizations. If approved, any business in the state can donate to our specified programs and receive a tax credit. Once your program is approved, they recommend informing local businesses that they can donate to CTLS programs and receive a tax credit of 75-90%.

Julie Haywood asked if there were any expenditures that were out of line with 2023 budget. Mary Kay Moran explained that the \$19,000 spent on repainting the Glenside Library's ceiling was the only unexpected expense, and will not come out of the budget. The Glenside Friends are providing \$18,000 towards the cost, and 2 different old bequests will cover the rest. CTLS will not be reimbursed by the township for the cost of repairs.

Motion: Myron Goldman moved to adopt the Consent Agenda, Jessika McLaughlin seconded the motion, and the agenda was adopted.

Sunshine Announcements: None.

Librarian's Report: Angela Lang (Coordinator of Youth Services). See attached report.

Julie Haywood asked if the Cheltenham High School robotics program had any interested teen volunteers to help with library robotics workshops and events. Angela Lang will follow up with the high school program to inquire. Angela Lang responded to Jeff Chirico's question that the Read to the Dogs program does have certified therapy dogs, and that except for the summer, they visit the Elkins Park Library once a month. Mary Kay Moran passed out the 2024 Summer Reading Calendar to the Board.

Commissioner's Report (Jeff Chirico): The Board of Commissioners approved the start of the design work at the La Mott Community Center. The Township has contracted with KCDC, and will hold a public meeting with Citizens United for La Mott. The Township will be also meeting with designers and community stakeholders on June 11 at Curtis Hall to review plans for repairs to Robinson Park in Wyncote, and will seek community input.

The Board of Commissioners passed a new traffic policy and public comment policy. The public comment policy limits a member of the public to a three minute comment, with the opportunity to speak again for 1 minute if necessary for follow up or clarification. Jeff Chirico explained that every other local municipality has a similar policy, and hopefully it will streamline meetings and create more opportunities for engagement.

Jeff Chirico informed the Board that the Township filled two major and long-open positions. Janice Salerno, a Cheltenham resident, will be the new Director of Fiscal Affairs. Bill Salvatore, the former Deputy Commissioner of Programming for the Philadelphia Department of Parks and Recreation, will be the new Director of Park and Recreation.

Public comment: none.

New Business:

East Cheltenham and La Mott Re-opening (Mary Kay Moran): The La Mott and East Cheltenham Libraries will be re-opening on Tuesday, May 28. The opening announcement will be on the CTLS social media accounts, website, newsletter, and on postcards to be sent out the first week of June. Both branch's hours will be based on last year's usage, and the La Mott Library's will also correspond with the La Mott summer camp hours.

Mary Kay Moran presented four reasons that the library system should move the East Cheltenham and La Mott Libraries from branches to the satellite model next season.

1. If CTLS does not move the seasonal libraries to the satellite model, the library system will continue to be charged an additional monthly \$1,600.00 E-rates increase while the branches are closed. Adopting the satellite model and using hot spots for internet access would allow CTLS to avoid that additional expense.
2. MCLINC will need know as soon as possible, as this decision would decrease the total number of branches and change their ongoing internet provider contract negotiations and 2025 budget. The Board will also need to decide in time for the 2025 CTLS budget; if the locations are no longer considered branches, CTLS will pay lower e-rates fees and MCLINC membership dues.
3. Mary Kay Moran informed the Board that the La Mott Community Center will likely be under construction next year, and CTLS will not be able to use the building. The Township will hold an in-person design meeting with community at La Mott on June 25. Mary Kay Moran will be there to talk about what the library needs and listen to what the community is looking for from their library services. Through the proposed satellite model, patrons will be able to access to the internet and technology, pick up holds, browse highly popular items and children's items and attend programming. Both seasonal libraries will have programming this summer.
4. The developers behind Melrose Country Club townhome development project have offered to construct a new community center and pool open to the public, not just complex residents,

across the street from Cheltenham Elementary. This community center could be a replacement for the Rowland Community Center and the Conklin Pool.

Mary Kay Moran explained that satellite branches would resemble a permanent book mobile with a different staffing model, smaller collections, and no phone and security system. With the closures, and the development of the Township's facilities plans, Mary Kay Moran anticipates this central library and satellite model will be a more sustainable way to provide library services throughout the community. Mary Kay Moran explained that according to the Township's plan, the Glenside Library will be the last to be renovated and will eventually be a community center and satellite library location as well.

Mary Kay Moran requested more space for the library in the renovated La Mott Community Center, but the final size will depend on the design meeting. Mary Kay Moran intends the new La Mott space to be a welcoming, bright and open space. The CTLS team are working on brightening up the current space by hanging up colorful decorations and new blinds and removing old, heavy furniture. Julie Haywood asked Jeff Chirico to visit the La Mott Community Center with the commissioners to see what the library space is like when it opens up for the season.

Governance:

Since the January Board Retreat was held in February, the Governance Committee is looking into an online professional development in place of the June mini-Board Retreat. The Governance Committee will be discussing the composition of the CTLS Board and evaluating other local library boards. Jessika McLaughlin explained that if the Township decides to build a central library, the CTLS Board structure as outlined in the bylaws will need to be reconsidered. Myron Goldman suggested that the friends groups are included in the composition of the Board in the library system ordinance. Mary Kay Moran will check the language regarding board composition in the ordinance.

Tracey Reed will be leaving her position as the Montgomery County District Consultant Librarian. Julie Haywood will organize a card on behalf of the board.

External Affairs:

Open House Report (Jesse Gallagher): This year's Open House had approximately 45 attendees, more than last year. The External Affairs Committee is considering using a sign-in sheet next year for a more accurate count. Myron Goldman thanked Elizabeth McGoran for the idea to line up the Open House with the Elkins Park Friends' Book Sale. The Board discussed the beneficial addition of the CTLS Board table, which allowed for recruiting for the Community Advisory Committee.

The Board discussed donor retention and the possibility of holding a small gathering or fireside chat with Board. Jesse Gallagher explained that bigger donors tend to attend events that are exclusively for the Board or donors. This year, CTLS sent out the first quarterly email to our donors with an update on library programs that they helped fund. The External Affairs Committee aims to increase casual communication with donors to build relationships and set up new contacts. Myron Goldman suggested hosting a fundraiser for a specific program or improvement. Jesse Gallagher recommends that CTLS fundraising requests and marketing be mix of general donations and pressing needs, like fixing the Glenside Library's ceiling.

Community Events (Jesse Gallagher): Jesse Gallagher reminded the Board about the Community Events Calendar and requested that board members send in events with a CTLS presence. Julie Haywood mentioned that CTLS will have a table at the June 6 summer block party at Goathouse Creamery that Jeff Chirico and other local businesses sponsor, and there will be free ice cream, games and a 50/50 raffle, with 50% of the proceeds split between the library and the fire department. CTLS will also have a table at the Cheltenham Juneteenth Festival and Julie Haywood encouraged board members to attend.

Internal Affairs: Tim Gaudreau shared that the Internal Affairs Committee is putting together a multi-year budget planning model using the data from previous year's budgets.

Mary Kay Moran met with Allison Elliott, the Township Manager, and Megan Hart, the Community Development Director, to review the MOU. Both were open to the idea of an MOU to define the library system's relationship with the Township, and had helpful suggestions of sections to expand upon, including the exterior of the buildings, utilities, which the library system currently pays for, and facilities and funding. Alyson Elliott will bring the MOU to discuss with select Township employees and Commissioners, and will reconvene with Mary Kay Moran for a meeting on July 17. Alyson Elliott hopes to eventually adopt it by resolution at a Commissioner's Meeting.

Mary Kay Moran clarified the responsibilities of the Township as the owner of the buildings versus the library system as the occupant. CTLS does not pay rent to occupy the buildings, but does pay an amount towards capital improvements.

Community Advisory: Tim Gaudreau shared that at the CTLS Open House, 5 people were interested in the Community Advisory Committee. Two individuals have gotten back to the Board and signed up as members. CTLS can use social media accounts for recruitment. The CTLS team will hang flyers advertising the Community Advisory Committee on the branch bulletin boards and bring them to outreach events. In the future, the Community Advisory Committee could be a potential source of future Board members with appropriate professional experience and existing community involvement.

Talking Points/Board Education:

Mary Kay Moran handed out talking points outlining the difference between MCLINC and the District, the services they provide and what goes into the district agreement.

In Montgomery county, many of the libraries have come together to form MCLINC and pay dues to MCLINC. MCLINC provides our integrated library service, which allows us to check materials in and out, allows patrons to view the shared catalog, and allows for the reserved items to be checked out around the county. MCLINC purchases library computers, provides the network and access to the internet and related equipment and provides some universal policies for the collections and circulation.

In Pennsylvania, District Libraries and counties also receive an appropriation from the state. CTLS's District is comprised of all the Montgomery County libraries. Each library in the district has to agree how this money will be spent. Through the District, CTLS gets a District Consultant Librarian and Youth Services District Consultant Librarian. The District takes care of inter-library loans from outside of Montgomery County, and agrees to a weekly delivery of ILL materials from the district. CTLS pays for materials on Overdrive, but the district pays for the platform and a small collection of materials. They

provide access to Ancestry inside the libraries, online access to the Philadelphia Inquirer, Mango Languages, and Beanstack, which is used for the Summer and Winter Reading Challenges.

Every public library in Montgomery County has to approve to the district negotiated agreement on how to spend the state appropriation of approximately \$700,000. Mary Kay Moran was on the committee to evaluate which services to keep and cut. This year, the delivery cost for inter-library loans increased significantly, and will be about \$46,000 for Montgomery County. The committee chose to cut Tumble Books, a service that reads books to children online. The big libraries in the district are hoping to cover the cost for the rest of the county. The committee also decided to limit patrons to ordering six inter-library loans from outside of MCLINC at a time, which will primarily affect homeschoolers. Salaries and benefits have also increased, especially for the delivery drivers.

Mary Kay emphasized that when the Board advocates for library funds, they are advocating for county and district funding as well as CTLS state funding. If the District gets to the end of the year and has not spent all of the money, it will go towards covering Overdrive costs. Myron Goldman suggested bringing the cost to cover the Tumble Books subscription to the Elkins Park Friends. Mary Kay Moran wants to wait and see what the cost will be and how many libraries are planning to contribute.

Public comment: none.

Upcoming Meetings:

- The next External Affairs Monday, June 3 at 6:00 PM
- The next Governance Committee Meeting will be held on Monday, June 10 at 6:00 PM.
- The next Internal Affairs Committee Meeting will be held on Tuesday, June 11 at 4:30 PM.
- The next Board Meeting will be held on Wednesday, July 24 at 7:00 PM location TBD.

Motion: Myron Goldman moved to adjourn the meeting, Julie Haywood seconded the motion and the meeting was adjourned.